

Index of Feature Articles in "Sales Management"

The Weekly Magazine for Marketing Executives
Volume XIX (July 6, 1929, to September 28, 1929)
(Issued Quarterly)

	Date	Page		Date	Page
ADVERTISING—GENERAL			Leading Magazine Advertisers Spend \$78,- 589,000 Yearly in Newspapers.....	8/10	248
Unusual Advertising Turns Waste Product into \$3,600,000 Business..... <i>As told to Lawrence M. Hughes by Louis H. Regensburg, president, Clinton Car- pet Company, Chicago</i>	7/6	11	Rewards of Successful Advertising (Edi- torial)	8/10	262
Southern Pacific Retrieves a Slipping Market Through Localized Advertising..... <i>By C. W. Geiger</i>	7/6	14	News Tie-Up in Advertising Closes Six Trust Accounts	8/10	267
Dallas' First Year of Advertising Attracts Record Number of New Enterprises... <i>By Julian Capers, Jr.</i>	7/6	19	Mailing Pieces that Break the Ice for Studebaker Salesmen	8/17	289
Sales Management Gallery	7/6	24	<i>By M. F. Rigby, advertising manager, The Studebaker Company of America, South Bend, Indiana</i>		
One-Hat Man is Target for Long's News- paper Campaign	7/6	28	Two Rules for Multiplying Returns from Newspaper Advertising	8/17	291
<i>By Robert Turner</i>			<i>By Ruel McDaniel</i>		
How We Met the Problems of a Vanishing Business	7/13	62	International Board Supplants I. A. A.; Ber- lin Meeting Urges World Peace.....	8/17	293
<i>By Guy C. Fleming, general sales man- ager, Arthur Beir & Company, Inc., New York</i>			Sweets' Sales Thrive on "Knocking" (Edi- torial)	8/17	312
Sales Management Gallery.....	7/13	70	The World Ties of Advertising (Editorial) ..	8/17	312
Five Ways to Keep Displays Out of the Dealer's Dump Heap	7/20	108	Six Thousand Dealers Help to Build Our Sales Plan	8/24	329
<i>By A. J. Luther, A. J. Luther & Com- pany, New York</i>			<i>By B. G. Dahlberg, president, the Cel- tex Company, Chicago</i>		
Brooms Against the Waves (Editorial).....	7/20	130	How Canaday Won a Foothold in the New York Market	8/24	331
De Laval Dealers Buy 1,000,000 Calendars Yearly	7/27	154	<i>By S. E. Canaday, president, Canaday Cooler Company, New York</i>		
<i>By Franklin S. Clark</i>			This Radio Concern Found a Way to Outlaw Price Cutters	8/24	337
Sales Management Gallery	7/27	156	<i>By D. G. Baird</i>		
June Newspaper Lineage in Sixty-three Cities Through Foreign Eyes (Editorial).....	7/27	158	Sales Management Gallery	8/24	344
The Four A's on Testimonials (Editorial) ..	7/27	168	Ten Million Tubes of Tooth Paste in Five Months is Record of New Dr. West Dentifrice	8/31	377
Exclusive Jobber Plan Gives Merlin a Flying Start	8/3	190	<i>By D. G. Baird</i>		
<i>As told to Lawrence M. Hughes by Stan- ley Q. Grady, vice-president and general manager, Merlin Products Corporation, New York</i>			Cooperative Campaign Sells Sport of Pleas- ure Boating	8/31	394
Specialty Appeal Lifts Bab-O Above Price Cutting Temptation	8/3	193	<i>By Hope M. Robinson</i>		
<i>As told to Michael Stephens by Louis J. Gumpert, general sales manager, B. T. Babbitt, Inc., New York</i>			How Rolex Watches Won National Dis- tribution in England.....	8/31	396
Six Months' Newspaper Lineage in Sixty Cities	8/3	202	<i>By Sidney T. Garland</i>		
Non-Standardized Advertising for Stand- ardized Products	8/10	246	July Newspaper Lineage in Sixty-four Cities Luckies Abandon Sweets Campaign; Expand Advertising Program	8/31	398
<i>By Herbert Kerkow</i>			<i>By Lawrence M. Hughes</i>	8/31	401
			Secrets of Successful Advertising and Mer- chandising in India	9/7	434
			<i>As told to a staff writer by H. J. Davis, director, L. A. Stronach & Company of India, Ltd., London</i>		

	Date	Page
A Sampling Campaign "Makes Hay" During the Off-Season	9/7	442
By Mandus E. Bridston		
Leaving Sweets Alone (Editorial)	9/7	464
A Railroad Quits Order-Taking and Begins to Sell	9/14	481
By Fred W. Sargent, president, Chicago and Northwestern Railway Company		
A Campaign that Put More Fish on the Family Menu	9/14	489
By William J. McNulty		
Addometer's Plan for Controlling Inquiry and Order Cost	9/14	491
By Curtis F. Moss, general manager, the Addometer Company, Chicago		
Novel Attractor for Outdoor Sign.....	9/14	492
Favoring the Advertiser (Editorial).....	9/14	506
Cremo Sales Soar to Record Heights during Newspaper Drive	9/21	523
By T. P. Headen		
Selecting Agencies by Future Versus Past Performance	9/21	524
By Edgar Paul Hermann, director of publication, The Lincoln National Life Insurance Company, Fort Wayne, Indiana		
Two Ways of Judging Advertising (Editorial)	9/21	544
Western Copy for Western Prospects.....	9/28	564
By Haberlin Moriarty		
Should an Agency Submit Speculative Plans or Copy?	9/28	573
Three answers to Edgar Paul Hermann's article in September 21 issue		
August Newspaper Lineage in Fifty-nine Cities	9/28	582
ADVERTISING—INDUSTRIAL		
Dallas' First Year of Advertising Attracts Record Number of New Enterprises....	7/6	19
By Julian Capers, Jr.		
Will the Testimonial Rumpus Affect Industrial Advertising?	7/27	153
By James White, secretary, Jenkins Brothers, New York		
Non-Standardized Advertising for Standardized Products	8/10	246
By Herbert Kerkow		
The Railroad Industry is Made "Track Conscious"	8/24	346
By Herbert Kerkow		
Half-Century-Old Firm Launches First Industrial Campaign	8/31	390
By Herbert Kerkow		
Inquiries Jumped 50 Per Cent When Ditto Vocationalized Direct Mail	9/28	569
By D. G. Baird		

	Date	Page
ADVERTISING—MAIL		
Unusual Advertising Turns Waste Product Into \$3,600,000 Business	7/6	11
As told to Lawrence M. Hughes by Louis H. Regensburg, president, Clinton Carpet Company, Chicago		
A Catalogue Punctures the Price Objection	7/6	26
By James M. Mosely		
Teamwork Between the Salesmen and the Sales Promotion; How to Plan It.....	7/27	151
By F. W. Bond		
This Direct Mail Campaign Doubled Sales Within a Year	8/3	195
By Marc N. Goodnow		
Mailing Pieces that Break the Ice for Studebaker Salesmen	8/17	289
By M. F. Rigby, advertising manager, The Studebaker Company of America, South Bend, Indiana		
Mail Selling Displaces Dealers for Pyrex Insulators	8/24	336
A Campaign that Revived Flagging Dealer Interest	8/24	342
By Ruel McDaniel		
"Example Selector" Aids Buyers in Ordering Valves	9/7	430
National Cash Men Manage Their Own Mail Advertising Campaigns	9/7	431
By A. B. Gary, advertising manager, National Cash Register Company, Dayton, Ohio		
Selling the "Free" Booklet.....	9/21	528
By Maxwell Droke		
Western Copy for Western Prospects.....	9/28	564
By Haberlin Moriarty		
Inquiries Jumped 50 Per Cent When Ditto Vocationalized Direct Mail	9/28	569
By D. G. Baird		
ADVERTISING—PACKAGING		
Packaging Idea Launches National Business in Five-Cent Food Units	8/17	292
The Cutex Family Steps Out in New Clothes	8/24	335
By O. C. Olin, general sales manager, Northam Warren Corporation, New York		
A Miniature Package Promotes a Standard Package	9/7	448
By Henry King		
COMPENSATION		
These Wholesalers Pay Salesmen on a Basis of Net Earned Profit.....	7/6	13
By J. F. Kerwin		
Straight Salaries and Sleepy Salesmen....	9/14	494
By Gordon Prentice, president, Sunset Electrical Company, Seattle, Washington		

		Date	Page		Date	Page
	CONTESTS					
11	Squibb's Plan for Controlling the Seasonal Ebb and Flow of Sales	8/3	198	Ten Million Tubes of Tooth Paste in Five Months is Record of New Dr. West Dentifrice	8/31	377
	<i>By R. D. Keim, general sales manager, E. R. Squibb & Sons, New York</i>			<i>By D. G. Baird</i>		
26	Office Staff Rounds Up Half a Million in Orders	8/10	235	Elgin Declares Open War on Price-Cutters..	8/31	387
				<i>By A. E. Long</i>		
151	Stock Market Contest Shoots Addressograph Sales to a New "High"	8/17	287	Chevrolet "Millionth Six" Meeting Puts 2,000 Salesmen on Their Toes	9/7	450
	<i>By J. F. Kerwin</i>			Sales Skyrocketed When the Western Company Tried Planned Selling	9/14	483
195	Equitable Routs Summer Slump with Seventy-Interview Drive	9/7	433	<i>By D. G. Baird</i>		
	<i>As told to Lawrence M. Hughes by Frank L. Jones, vice-president, Equitable Life Assurance Society of the United States, New York</i>			Western Copy for Western Prospects.....	9/28	564
289	"Airplane" Contest Made July Biggest Month of the Year	9/28	570	<i>By Haberlin Moriarty</i>		
				Contest Teaches Hipp, Didisheim Dealers Value of Window Display	9/28	566
				<i>By Henry King</i>		
	DEALER RELATIONS			DISTRIBUTION		
336	Five Ways to Keep Displays Out of the Dealer's Dump Heap	7/20	108	Careless Physical Distribution; A Monkey Wrench in Sales Machinery.....	7/6	21
342	<i>By A. J. Luther, A. J. Luther & Company, New York</i>			<i>By Richard Webster, vice-president, Reimers & Whitehill, Inc., New York</i>		
430	De Laval Dealers Buy 1,000,000 Calendars Yearly	7/27	154	McKesson & Robbins Launches Service to 15,000 Drug Stores	7/20	121
	<i>By Franklin S. Clark</i>			Keeping Up with the New Ideas (Editorial)	8/3	218
431	Specialty Appeal Lifts Bab-O Above Price-Cutting Temptation	8/3	193	Beacon Lights of Business (Editorial).....	8/3	218
	<i>As told to Michael Stephens by Louis J. Gumpert, general sales manager, B. T. Babbitt, Inc., New York</i>			Why American Piano Company Will Retail Radios	8/10	252
528	The Curtiss Plan for Handling the Airplane Service Problem	8/10	241	<i>As told to Lawrence M. Hughes by George Urquhart, president, American Piano Company, New York</i>		
564	<i>As told to Lawrence M. Hughes by G. Sumner Ireland, vice-president and director of sales, Curtiss Flying Service, New York</i>			The Mergers and the Dealers (Editorial)..	8/10	262
569	"Forget Price Competition—Teach Your Dealers to Sell"	8/17	281	"Forget Price Competition—Teach Your Dealers to Sell"	8/17	281
	<i>By John W. McPherrin, general sales manager, Chamberlain Laboratories, Des Moines, Iowa</i>			<i>By John W. McPherrin, general sales manager, Chamberlain Laboratories, Des Moines, Iowa</i>		
292	Two Rules for Multiplying Returns from Newspaper Advertising	8/17	291	National Packers Ask Permission to Open Retail Food Chains	8/17	304
335	<i>By Ruel McDaniel</i>			Prosperous Chains (Editorial).....	8/17	312
448	Six Thousand Dealers Help to Build our Sales Plan	8/24	329	Mail Selling Displaces Dealers for Pyrex Insulators	8/24	336
	<i>By B. G. Dahlberg, president, The Celotex Company, Chicago</i>			This Radio Concern Found a Way to Outlaw Price-Cutters	8/24	337
13	Brunswick Uses Unique Test to Demonstrate New Radio	8/24	334	<i>By D. G. Baird</i>		
494	This Radio Concern Found a Way to Outlaw Price-Cutters	8/24	337	Independents Still Growing (Editorial)....	8/24	358
	<i>By D. G. Baird</i>			Are the Trade Monsters About to Clash? (Editorial)	8/24	358
	Better Customers Is First Aim of Squibb Dealer-Partner Plan	8/24	350	A Chain Offers to Take 12 Per Cent of Our Output—Shall We Accept?	9/7	425
				<i>By a Chicago Sales Manager</i>		
				Secrets of Successful Advertising and Merchandising in India	9/7	434
				<i>As told to a staff writer by H. J. Davis, director, L. A. Stronach & Company of India, Ltd., London</i>		

	Date	Page
Whither Bound Retailing? Fifty Economists Answer	9/7	436
Chains Fight Smoke Lifting (Editorial)....	9/7	464
Some Blackbirds in the Mass Distribution Woodpile	9/14	486
<i>An answer to the Chicago sales manager by Irving S. Paull</i>		
A Campaign that Put More Fish on the Family Menu	9/14	489
<i>By William J. McNulty</i>		
Advice to Distributors (Editorial).....	9/14	506
Will Department Store Chains Eliminate Advertised Lines?	9/21	527
<i>By Earl C. Sams, president, J. C. Penney Company, New York</i>		
The Merger's Discount Problem (Editorial)	9/21	544
Sees Danger in Packers' Suit to Annul Consent Decree	9/28	576
<i>By J. H. McLaurin, president, American Wholesale Grocery Association</i>		

FOREIGN TRADE

Trade Marks in Foreign Fields Endangered by Legal Neglect	7/6	16
<i>By James True</i>		
Cross Currents in Foreign Markets (Editorial)	7/20	130
Dodging Tariff Barriers (Editorial).....	7/27	168
Our "Colonies" Abroad (Editorial).....	8/3	218
Unique Map Pictures Overseas Distribution of Hood Rubber	8/17	288
How Rolex Watches Won National Distribution in England	8/31	396
<i>By Sydney T. Garland</i>		
Secrets of Successful Advertising and Merchandising in India	9/7	434
<i>As told to a staff writer by H. J. Davis, director of L. A. Stronach & Company of India, Ltd., London</i>		

JOBBER RELATIONS

Exclusive Jobber Plan Gives Merlin Flying Start	8/3	190
<i>As told to Lawrence M. Hughes by Stanley Q. Grady, vice-president and general manager, Merlin Products Corporation, New York</i>		
Jobbers Tell What Lines They Push and Why	8/10	242
<i>By James True</i>		
A Wholesaler Tells What Lines He Pushes and Why	9/7	444
<i>By J. M. Radford, president and general manager, The V. M. Radford Grocery Company of Texas</i>		

	Date	Page
Why We Are Through with Some Jobbers... ..	9/14	484
<i>By Roy D. Mock, general sales manager, Hanson Scale Company, Chicago</i>		
Standard Envelopes Experience with an Exclusive Jobber Policy	9/28	578
<i>By J. F. Kerwin</i>		

LEGAL

"Trick" Selling Condemned by Federal Trade Commission	7/6	20
Attempts to Bridle the Press (Editorial)..	8/3	218
National Packers Ask Permission to Open Retail Food Chains	8/17	304
How Trade-Marks Fare Under Consolidations	8/17	307
<i>By Waldon Fawcett</i>		
When the Government Says "Please Fill Out and Return"	9/7	440
<i>By James True</i>		
Brand Names and the Tariff (Editorial)....	9/28	594
Why Not Selling Combines? (Editorial)....	9/28	594

MARKETS AND MARKET ANALYSIS

The Handwriting on the Wall for Grocery Manufacturers	7/6	30
<i>By Walter Kallbreier, retail grocer, Louisville, Kentucky</i>		
Labor and Buying (Editorial).....	7/6	42
Sales Opportunities in the Home Remodeling Field	7/20	111
<i>By Albert M. Mudkins</i>		
Twenty-one Ways a Research Man Tackles a Sales Problem	8/3	185
<i>By Bennett L. Moore, Liberty Mutual Insurance Company, Boston</i>		
What Sales Manager Should Know about the Rocky Mountain Market	8/10	236
<i>By Richard M. Scott</i>		
Why Sales Statistics Often Conceal Dynamite	8/10	250
<i>By William J. Reilly</i>		
Can We Restore the Kitchen's Waning Glory?	8/17	284
<i>By Stanley G. Swanson, vice-president, Botsford-Constantine Company, San Francisco</i>		
Unique Map Picture Overseas Distribution Hood Rubber	8/17	288
Quota-Setting for a "Thin-Market" Product	8/24	341
<i>By G. K. Spencer</i>		
How America Buys Motor Cars.....	8/24	348
Scientific Sales Planning on a Territorial and Seasonal Basis—No. 2—Middle Atlantic States	8/31	385
<i>By Ray B. Prescott</i>		
This Plan Cut the Cost of Hiring Salesmen from \$40 to \$7.....	8/31	389
<i>By Mandus E. Bridston</i>		

	Date	Page
Pushed Out But Up (Editorial).....	8/31	410
Wanted: \$200,000,000 Products for New York Central Lines	9/21	530
By Lawrence M. Hughes		
MISCELLANEOUS		
"Too Good to Be True" (Editorial).....	7/6	42
Multiplying Little Profits (Editorial).....	7/6	42
The High Cost of "Politics" in Business... By James True	7/13	57
Cooperation as a Substitute for Mergers— No. 3 — Trade Associations Versus Mergers in Cooperative Sales Promotion By John Allen Murphy	7/13	60
Outlook for the Second Half (Editorial)....	7/13	84
Leisure Time and Spending (Editorial)....	7/13	84
Cooperation as a Substitute for Mergers... Conclusion to an article appearing in July 13 issue by John Allen Murphy	7/20	115
Adventures in Banking (Editorial).....	7/27	168
Government to Make Changes in Purchasing Policies	8/3	192
By Waldon Fawcett		
Survey Shows Small Stores Have Excessive Selling Expense	8/3	194
By James True		
The Enduring Shoemaker and His Last (Editorial)	8/10	262
Sales Managers in Evidence (Editorial)....	8/17	312
Why Every Upson Company Executive Reads the Business Papers.....	8/24	339
By Lloyd S. Graham		
Air-Bonds of Amity (Editorial).....	8/24	358
Profit Gains of Big Business (Editorial)...	8/31	410
The Buyer's View of Prices (Editorial)....	8/31	410
The Pay-Out-of-Profits Plan for Selling Industrial Equipment	9/7	446
By Herbert Kerk		
Poor Buying and Poor Selling (Editorial)..	9/14	506
Hitting the Speed Stride (Editorial).....	9/14	506
Standard and Shell Mass Forces in Battle for Oil Supremacy	9/28	561
By Lawrence M. Hughes		
Chain Store Men Delve into Their Problems	9/28	567
Are Chain Store Systems a National Menace?.. A debate between J. Frank Grimes, president, Grocers' Alliance, and God- frey M. Lebhar, editor, Chain Store Age	9/28	584

SALES POLICIES

	Date	Page
"Bank on the Pluggers—Not the Stars—If You Have a Sales Job"	7/6	9
An interview by D. G. Baird with J. E. Fields, vice-president in charge of sales, Chrysler Motors Corporation, Detroit		
Sells 5,345 Gas Refrigerators without One Cold Canvass Call	7/6	17
By Herbert Kerk		
"Trick" Selling Condemned by Federal Trade Commission	7/6	20
The Handwriting on the Wall for Grocery Manufacturers	7/6	30
By Walter Kallbreier, retail grocer, Louisville, Kentucky		
From Nonentity to Limelight in Three Years	7/13	65
By Thomas Austin Calhoun, sales man- ager, Triplex Safety Glass Company of North America, Hoboken, New Jersey		
From Mail Order to Counter Sales (Editorial)	7/13	84
How We Grabbed a Strangle Hold on the Price-Cutting Problem	7/20	105
By W. D. Gardner, director and sales manager, W. & J. Sloane, New York		
Sales Plan Gives Vineyardists First "Farm Relief" Benefits	7/20	107
As told to S. Lewis Brevit by Donald D. Conn, president, Federal Grape Stabil- ization Corporation		
How Fyre-Freez Salesmen Handle a Group Selling Job	7/20	119
By Herbert Kerk		
How We Tackled the Sales Problem of a "Freak" Product	7/20	120
By C. M. Woolworth, president, The Animal Trap Company of America, Lititz, Pennsylvania		
Do Farmed Out Installment Collections Hurt Sales?	7/27	145
By Roy W. Johnson		
Exclusive Jobber Plan Gives Merlin a Flying Start	8/3	190
As told to Lawrence M. Hughes by Stan- ley Q. Grady, vice-president and general manager, Merlin Products Corporation, New York		
Specialty Appeal Lifts Bab-O above Price- Cutting Temptation	8/3	193
As told to Michael Stephens by Louis J. Gumpert, general sales manager, B. T. Babbitt, Inc., New York		
Office Staff Rounds Up Half a Million in Orders	8/10	235
By Mandus E. Bridston		

	Date	Page		Date	Page
How Twenty Companies Handle Automobile Expenses—Part II	8/10	238	<i>An answer to the Chicago sales manager by Irving S. Paull</i>		
The Curtiss Plan for Handling the Airplane Service Problem	8/10	241	Selling and Servicing (Editorial)	9/21	544
<i>As told to Lawrence M. Hughes by G. Sumner Ireland, vice-president and director of sales, Curtiss Flying Service, New York</i>			SALESMANSHIP		
Jobbers Tell What Lines They Push and Why.	8/10	242	Sells 5,345 Gas Refrigerators without One Cold Canvass Call	7/6	17
<i>By James True</i>			<i>By Herbert Kerkow</i>		
Why American Piano Company Will Retail Radios	8/10	252	Insurance Salesman Sets New Record for "App-a-Day" Production	7/13	59
<i>As told to Lawrence M. Hughes by George Urquhart, president, American Piano Company, New York</i>			<i>By D. G. Baird</i>		
The Mergers and the Dealers (Editorial) ...	8/10	262	Does the Technical Product Require a Technical Salesman?	7/13	113
"Forget Price Competition—Teach Your Dealers to Sell!"	8/17	281	<i>By Irving S. Paull</i>		
<i>By John W. McPherrin, general sales manager, Chamberlain Laboratories, Des Moines, Iowa</i>			How Frye-Freez Salesmen Handle a Group Selling Job	7/20	119
How Canaday Won a Foothold in the New York Market	8/24	331	<i>By Herbert Kerkow</i>		
<i>By S. E. Canaday, president, Canaday Cooler Company, New York</i>			Teamwork Between the Salesman and the Sales Promotion; How to Plan It.....	7/27	151
If You Would Sell Farmers, Be Human and Very Sincere	8/31	380	<i>By F. W. Bond</i>		
<i>An interview by Bryant Hall with H. W. Arnold, general manager, Delco-Light Company, Dayton, Ohio</i>			This Sales Kit Closes Even the Hard-Boiled Buyers	8/10	243
This Plan Cut the Cost of Hiring Salesmen from \$40 to \$7	8/31	289	<i>By Carroll E. Pellissier</i>		
<i>By Mandus E. Bridston</i>			How Jack Jones Built a Blue Ribbon Sales Organization	8/10	244
A Chain Offers to Take 12 Per Cent of Our Output—Shall We Accept?	9/7	425	<i>By John C. Fehlandt</i>		
<i>By a Chicago sales manager</i>			How Canaday Won a Foothold in the New York Market	8/24	331
A Wholesaler Tells What Lines He Pushes and Why	9/7	444	<i>By S. E. Canaday, president, Canaday Cooler Company, New York</i>		
<i>By J. M. Radford, president and general manager, The J. M. Radford Grocery Company of Texas</i>			If You Would Sell to Farmers, Be Human and Very Sincere	8/31	380
A Railroad Quits Order Taking and Begins to Sell	9/14	481	<i>An interview by Bryant Hall with H. W. Arnold, general manager, Delco-Light Company, Dayton, Ohio</i>		
<i>By Fred W. Sargent, president, Chicago and Northwestern Railway Company</i>			This Plan Cut the Cost of Hiring Salesmen from \$40 to \$7.....	8/31	389
Sales Skyrocketed When the Western Company Tried Planned Selling	9/14	483	<i>By Mandus E. Bridston</i>		
<i>By D. G. Baird</i>			Salesmen and Credits (Editorial)	9/7	464
Why We Are Through with Some Jobbers..	9/14	484	An Outsider's Views of Selling (Editorial). ..	9/28	594
<i>By Roy D. Mock, general sales manager, Hanson Scale Company, Chicago</i>			SALESMEN, HANDLING, HIRING AND TRAINING		
Some Blackbird in the Mass Distribution Woodpile	9/14	486	"Bank on the Pluggers—Not the Stars—If You Have a Sales Job"	7/6	9
			<i>An interview by D. G. Baird with J. E. Fields, vice-president in charge of sales, Chrysler Motors Corporation, Detroit</i>		
			How Ralston Purina Takes the Guesswork Out of Sales Direction	7/27	147
			How Twenty Companies Handle Auto Expenses ..	7/27	148

	Date	Page		Date	Page
Where Can We Get Competent Men for the Sales Force?	8/10	233	National Cash Men Manage Their Own Mail Advertising Campaigns	9/7	431
By Joseph P. Glaser, general sales manager, Chamberlain Metal Weather Strip Company, Inc., Detroit			By A. B. Gary, advertising manager, National Cash Register Company, Dayton, Ohio		
This Sales Kit Closes Even the Hard-Boiled Buyers	8/10	243	Straight Salaries and Sleepy Salesmen.....	9/14	494
By Carroll E. Pellissier			By Gordon Prentice, president, Sunset Electrical Company, Seattle, Washington		
How Jack Jones Built a Blue Ribbon Sales Organization	8/10	244	How to Plan and Use a Standard Sales Presentation	9/21	521
By John C. Fehlandt			By R. C. Hay		
"Forget Price Competition—Teach Your Dealers to Sell!"	8/17	281	STYLE AND PRODUCT DESIGN		
By John W. McPherrin, general sales manager, Chamberlain Laboratories, Des Moines, Iowa			How We Grabbed a Strangle Hold on the Price-Cutting Problem	7/20	105
400 New Salesmen Every Year—How We Hire and Train Them	8/31	383	By W. D. Gardner, director and sales manager, W. & J. Sloane, New York		
By Earl E. Smith, educational director, Equitable Life Insurance Company of Iowa, Des Moines, Iowa			Longer Skirts, More Looms (Editorial)	7/20	130
This Plan Cut the Cost of Hiring Salesmen from \$40 to \$7	8/31	389	Facts Versus Hunch in Fashion Forecasting As told to Mary Day Winn by Amos Parrish	8/3	188
By Mandus E. Bridston			Packaging Idea Launches National Business in Five-Cent Food Units	8/17	292
Two Sales Executives Tell What They Have Learned About Hiring Salesmen.....	9/7	428	What the Stylist's Magic Touch Did for One Down-and-Out Product	8/24	332
By W. J. Hill, sales manager, Garland Division, Detroit-Michigan Stove Company, Detroit, and Charles A. Walz, general sales manager, The Hoffman Beverage Company, Newark, New Jersey			By Fred Suhr		
			The Cutex Family Steps Out in New Clothes	8/24	335
			By O. C. Olin, general sales manager, Northam Warren Corporation, New York		
			A Chart That Takes the Mystery Out of Color	9/28	571
			By Fred Suhr		

Only twenty-five bound volumes of SALES MANAGEMENT, Volume XIX, have been produced. They will be distributed as long as they last to those who request them in the rotation in which orders are received, at the regular price of \$5 each.

SALES MANAGEMENT

420 Lexington Avenue

New York

